



**CONSUMERS' ACCEPTANCE TOWARDS MASS-CUSTOMIZATION OF BUNGALOWS DESIGN. A STUDY OF NORIS VENTURES SDN. BHD.**

**SITI AISHAH BINTI ABDUL MANAF  
2008407536**

**CIK NORLINDA TENDOT BINTI ABU BAKAR**

**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**NOVEMBER 2010**

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**SITI AISHAH BINTI ABDUL MANAF**

**2008407536**

**Submitted in Partial Fulfillment of the Requirement for the Bachelor of  
Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT UNIVERSITY TEKNOLOGI  
MARA**

**KAMPUS BANDARAYA MELAKA**

**NOVEMBER 2010**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

**I, SITI AISHAH BT ABD MANAF, (I/C NO: 860618-30-5288)**

Hereby declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any degrees.
- This project is the result of our independent work investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and source of information has been specifically acknowledged.

Signature:

Date: 10 November 2010

SITI AISHAH BT ABDUL MANAF (2008407536)

## **LETTER OF SUBMISSION**

10 November 2010

**The Head of Program**

**Bachelor of Business Administration with Honours (Marketing)**

**Faculty of Business Management**

**University Technology MARA**

**110 Off, Jalan Hang Tuah,**

**73100 Melaka.**

Dear Sir,

**SUBMISSION OF PROJECT PAPER (MKT 662)**

Attached is the project paper titled “**CONSUMERS’ ACCEPTANCE TOWARDS MASS-CUSTOMIZATION OF BUNGALOWS. A STUDY OF NORIS VENTURES SDN. BHD.**” to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you.

Yours sincerely,

**SITI AISHAH BT ABDUL MANAF**

2008407536

Bachelor of Business Administration with Honors (Marketing)

## **ABSTRACT**

The purpose of this research is to study the consumer acceptance toward mass-customization of bungalows design at Noris Ventures Sdn. Bhd. in term of consumer's knowledge, consumer's attitude and consumer's service by Noris Ventures. Therefore the objective of this research is first to analyse the relationship between consumer's knowledge and consumer acceptance. Second is to analyse the relationship between consumer's attitude and consumer acceptance. Lastly is to analyse the relationship between consumer's service by Noris Ventures and consumer acceptance. In this study, we used interview and questionnaire to identify the relevant aspect regarding the study on the consumer acceptance toward mass-customization of bungalows design and the other secondary sources such as report, database and so on for data collection. Based on frequency, correlations test and regression test, a clear finding and result are observed. The findings showed the most customers were agreed the consumer acceptance is important to attract the customer to buy the product. From this study, the researcher has identified that the consumer's (knowledge and attitude) influence services by Noris Ventures Sdn. Bhd. The results prove by the correlations and regression analysis. The research is also able to give some recommendation and suggestions on how to improve and increase the consumer acceptance after the analysis, finding and interpretation were made.